



125 West 55th St  
New York, NY 10019

Contract # 25311078

Changes as of: 9/28/2016 at 10:05 AM

Version: Current State Version 2

CPE: 375/944/7770

Agency: RED EAGLE MEDIA GROUP

Advertiser: NRA-ILA

Product: 2016

RED EAGLE MEDIA  
GROUP 815 SLATERS  
LANE ALEXANDRIA  
VA 22314

Agency Order #: 5405370

Buyer: Eagle Media Media  
Assistant, Red

Salesperson: ALEXANDRA  
BRADLEY  
202-955-5342

Primary Demo: Adults 35-64

Con Type: POLITICAL/NOTE

Assistant: ALEXANDRA BRADLEY  
202-955-5342

Total GRP: 143.6  
Traffic #: 2636445  
Separation:

Total \$: \$38,650.00  
Total Spots: 80  
Total CPP: \$269.15

Comments: CONVERTED TO :30S, SPOTS ADDED TO SPEND MONEY. PLS CNF

#	Day/Time	DP	Program	Rate	A3564 Rating	Len	10/18	10/19	10/20	10/21	10/22	10/23	10/24	Total Spots	Total \$	CPP	GRP
REV+ 1	Tu-F,M 7:30a-8a		GD MRN CINN@7A	\$275.00	1.2	30	0	1	1	0	1	0	0	4	\$1,100.00	\$229.17	4.8
Changes: Rate from 550 to 275, Len from 60 to 30																	
REV+ 2	Tu-F,M 8a-8:30a		GD MRN CINN@8A	\$275.00	1.2	30	0	1	1	0	1	0	0	4	\$1,100.00	\$229.17	4.8
Changes: Rate from 550 to 275, Len from 60 to 30																	
REV+ 3	Tu-F,M 8:30a-9a		GD MRN CINN@8A	\$275.00	1.2	30	1	0	1	1	0	0	1	6	\$1,650.00	\$229.17	7.2
Changes: Rate from 550 to 275, Len from 60 to 30																	
REV+ 4	Tu-F,M 7p-7:30p		BIG BNG THEORY	\$1,000.00	3.3	30	1	2	1	2	1	2	0	10	\$10,000.00	\$303.03	33.0
Changes: Rate from 2000 to 1000, Len from 60 to 30																	
REV+ 5	Tu-F,M 7:30p-8p		BG BNG THRY B	\$1,200.00	3.6	30	1	2	1	2	1	2	0	10	\$12,000.00	\$333.33	36.0
Changes: Rate from 2400 to 1200, Len from 60 to 30																	
REV+ 6	Su 7p-8p		BIG BANG	\$550.00	2.3	30	0	0	0	0	0	2	3	3	\$1,650.00	\$239.13	6.9
Changes: Rate from 1100 to 550, Len from 60 to 30																	
REV+ 7	F 8p-9p		AMERICAN NINJA WARRIOR	\$550.00	1.7	30	0	0	0	1	3	0	0	3	\$1,650.00	\$323.53	5.1
Changes: Rate from 1100 to 550, Len from 60 to 30																	
REV+ 8	F 9p-10p		AMERICAN NINJA WARRIOR	\$550.00	1.3	30	0	0	0	1	2	0	0	2	\$1,100.00	\$423.08	2.6
Changes: Rate from 1100 to 550, Len from 60 to 30																	
REV+ 9	Su 8p-10p		XFILES	\$300.00	1.1	30	0	0	0	0	0	1	2	2	\$600.00	\$272.73	2.2
Changes: Rate from 600 to 300, Len from 60 to 30																	
REV+ 10	Tu-F,M 10:30p-11p		MIKE AND MOLLY	\$250.00	1.0	30	0	1	1	0	1	1	0	4	\$1,000.00	\$250.00	4.0
Changes: Rate from 500 to 250, Len from 60 to 30																	
REV+ 11	Tu-F,M 11p-11:30p		TWO & HALF MEN	\$225.00	1.2	30	1	2	1	2	1	2	0	10	\$2,250.00	\$187.50	12.0
Changes: Rate from 450 to 225, Len from 60 to 30																	
REV+ 12	Tu-F,M 11:30p-12m		MIKE&MOLLY B	\$225.00	1.2	30	1	2	1	2	1	2	0	10	\$2,250.00	\$187.50	12.0
Changes: Rate from 450 to 225, Len from 60 to 30																	



TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

**Contract # 25311078**

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CPE: 375/944/7770

Flight: 10/18/16 - 10/24/16

Station: WSTR

**Total \$: \$38,650.00**

Agency: RED EAGLE MEDIA

Advertiser: NRA-ILA

**Market:** Cincinnati

**Total Spots: 80**

GROU

RED EAGLE MEDIA

Product: 2016

**Office: WASHINGTON**

**Total CPP: \$269.15**

VA 22314

Agency Order #: 5405370

**Primary Demo: Adults 35-64**

**Total GRP: 143.6**

**Buyer:** Eagle Media Media

Con Type: POLITICAL/VOTE

Traffic #: 2636445

Assistant, Rec

202-955-5342

1  
2  
3  
4  
5  
6  
7  
8

#	Day/Time	DP	Program	Rate	A3564 Rating	Len	10/18 - 10/24								Total Spots	Total		GRP		
							10/18	10/19	10/20	10/21	10/22	10/23	10/24	\$		CPP				
REV+ 13	Tu-F, 12m-12:30a		TWO&HALF MEN B	\$200.00	1.2	30	1	2	1	2	1	2	0	0	1	2	10	\$2,000.00	\$166.67	12.0
Changes: Rate from 400 to 200, Len from 60 to 30																				
REV+ 14	Su 10:30p-11:30p		ELEMENTARY	\$150.00	0.5	30	0	0	0	0	0	0	0	1	2	0	2	\$300.00	\$300.00	1.0
Changes: Rate from 300 to 150, Len from 60 to 30																				
TOTALS: 14							14	14	14	19	0	7	12	80	\$38,650.00	\$269.15	143.6			



KATZ TELEVISION  
GROUP

125 West 55th St  
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Flight: 10/18/16 - 10/24/16

Station: WSTR

Total \$: \$38,650.00

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Advertiser: NRA-ILA

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Total Spots: 80

RED EAGLE MEDIA GROUP 815 SLATERS LANE ALEXANDRIA VA 22314

Product: 2016

Office: WASHINGTON

Total CPP: \$269.15

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Primary Demo: Adults 35-64

Total GRP: 143.6

Buyer: Eagle Media Media Assistant, Red

Con Type: POLITICAL/VOTE

Traffic #: 2636445

Salesperson: ALEXANDRA BRADLEY

Assistant: ALEXANDRA BRADLEY

Separation:

202-955-5342

Special Instructions

#### Order Level Comments

Date/Time	Added by	Comment
09/28/16 10:05 AM	ALEXANDRA BRADLEY	CONVERTED TO :30S, SPOTS ADDED TO SPEND MONEY. PLS CNF
09/21/16 12:30 PM	System	Notice Received.
09/20/16 2:03 PM	ALEXANDRA BRADLEY	Separation: 30

#### Competitive Information

Market Budget: \$143,148
WSTR Share: 27%
Comment:
EKRC: 2%
WCPO: 9%
WKRC: 23%
WLWT: 20%
WXIX: 19%

#### Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	80	\$38,650.00	\$269.15	143.6
Total	100%	80	\$38,650.00	\$269.15	143.6

#### Monthly Summary

Month	Spots	Dollars
2016-Oct	80	\$38,650.00
Total	80	\$38,650.00

#### Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	9/28/16 10:05 AM	ALEXANDRA BRADLEY	Revised	40		\$0	\$38,650.00	Changes: Total CPP from \$536.06 to \$269.15, Competitive Market Budget from \$131,296 to \$143,148, Total Spots from 40 to 80, Total GRPs from 72.1 to 143.6, Comments from Separation: 30 to CONVERTED TO :30S, SPOTS ADDED TO SPEND MONEY, PLS CNF, User Entered \$ from \$0.00 to \$38,650.00, 14 buylines added or modified.
Queued for Electronic Contracting	9/20/16 2:08 PM					\$0	\$0	
New	9/20/16 2:02 PM	ALEXANDRA BRADLEY	Confirmed	40		\$38,650.00	\$38,650.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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WSTR  
1906 Highlands Ave  
Cincinnati, OH 45219

Red Eagle Media Group  
815 Slaters Ln  
Alexandria, VA 22314

# Contract # 2636445

**Schedule Dates** 10/18/16-10/24/16  
**Advertiser** NRA-National Rifle Assoc-Institute for Legislative A  
**Agency** Red Eagle Media Group (15829)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** 375/944/7770 (864000)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Media Med,Eagle  
**Phone/Fax** /  
**CPE** 375/944/7770  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** 2016  
Separation: 30  
REP-ALEXANDRA BRADLEY

**Date Entered** 09/21/16  
**Last Modified** 09/28/16  
**Entered By** Rita Schmidgall  
**CO-OP** No  
**Headline #** ECR25311078  
**Demo** A3564  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,797.50  
**Net Total** \$32,852.50  
**Sales Tax**

Cincinnati (WSTR)		
By Broadcast Month	Spots	Rate
Oct. 2016	80	\$38,650.00
<b>Grand Total:</b>	<b>80</b>	<b>\$38,650.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
40.0	Normal Line / SPOT (1-1.2)	10/18/16-10/21/16	1	:30	7:30A- News-Good Morning Cincinnati at 7a			1	1	1	1			4	\$275.00	\$1,100.00	Cincinnati (WSTR)	GMC 730	9/28/16
41.0	Normal Line / SPOT (2-1.2)	10/18/16-10/21/16	1	:30	8A- News-Good Morning Cincinnati at 8a			1	1	1	1			4	\$275.00	\$1,100.00	Cincinnati (WSTR)	GMC	9/28/16
42.0	Normal Line / SPOT (3-1.2)	10/18/16-10/21/16	1	:30	8:30A- News-Good Morning Cincinnati at 8a			1	1	1	1			4	\$275.00	\$1,100.00	Cincinnati (WSTR)	GD MRN CINN@8A	9/28/16
43.0	Normal Line / SPOT (3-1.2)	10/24/16-10/24/16	1	:30	8:30A- News-Good Morning Cincinnati at 8a		2							2	\$275.00	\$550.00	Cincinnati (WSTR)	GD MRN CINN@8A	9/28/16
44.0	Normal Line / Access (4-3.3)	10/18/16-10/21/16	2	:30	6:58P- The Big Bang Theory			2	2	2	2			8	\$1,000.00	\$8,000.00	Cincinnati (WSTR)	BIG BNG THEORY	9/28/16
45.0	Normal Line / Access (4-3.3)	10/24/16-10/24/16	2	:30	6:58P- The Big Bang Theory		2							2	\$1,000.00	\$2,000.00	Cincinnati (WSTR)	BIG BNG THEORY	9/28/16
46.0	Normal Line / Access (5-3.5)	10/18/16-10/21/16	2	:30	7:28:30P- The Big Bang Theory B			2	2	2	2			8	\$1,200.00	\$9,600.00	Cincinnati (WSTR)	BG BNG THRY B	9/28/16
47.0	Normal Line / Access (5-3.5)	10/24/16-10/24/16	2	:30	7:28:30P- The Big Bang Theory B		2							2	\$1,200.00	\$2,400.00	Cincinnati (WSTR)	BG BNG THRY B	9/28/16
48.0	Normal Line / SPOT (6-2.3)	10/23/16-10/23/16	2	:30	Orbit- [P]The Big Bang Theory Wknd(Su), [P]The Big Bang Theory Wknd B(Su)								3	3	\$550.00	\$1,650.00	Cincinnati (WSTR)	BIG BANG	9/28/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... http://sbg.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

*[Handwritten Signature]*



WSTR  
1906 Highlands Ave  
Cincinnati, OH 45219

# Contract # 2636445

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<b>Grand Total:</b>	<b>80</b>	<b>\$38,650.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
49.0	Normal Line / Prime (7-1.7)	10/21/16-10/21/16	2	:30	8P- MYN-American Ninja Warrior (Friday)						3			3	\$550.00	\$1,650.00	Cincinnati (WSTR)	AMERICAN NINJA WARRIOR	9/28/16
50.0	Normal Line / Prime (8-1.3)	10/21/16-10/21/16	2	:30	9P- MYN-American Ninja Warrior 2 (Friday)						2			2	\$550.00	\$1,100.00	Cincinnati (WSTR)	AMERICAN NINJA WARRIOR	9/28/16
51.0	Normal Line / Prime (9-1.1)	10/23/16-10/23/16	2	:30	8P- 10P (EST)								2	2	\$300.00	\$600.00	Cincinnati (WSTR)	XFILES	9/28/16
52.0	Normal Line / SPOT (10-1.0)	10/18/16-10/21/16	1	:30	10:31P- Mike and Molly			1	1	1	1			4	\$250.00	\$1,000.00	Cincinnati (WSTR)	MIKE AND MOLLY	9/28/16
53.0	Normal Line / SPOT (11-1.2)	10/18/16-10/21/16	1	:30	11P- Two and a Half Men			2	2	2	2			8	\$225.00	\$1,800.00	Cincinnati (WSTR)	TWO & HALF MEN	9/28/16
54.0	Normal Line / SPOT (11-1.2)	10/24/16-10/24/16	1	:30	11P- Two and a Half Men								2	2	\$225.00	\$450.00	Cincinnati (WSTR)	TWO & HALF MEN	9/28/16
55.0	Normal Line / SPOT (12-1.2)	10/18/16-10/21/16	1	:30	11:30P- Mike and Molly 2			2	2	2	2			8	\$225.00	\$1,800.00	Cincinnati (WSTR)	MIKE&MOLLY B	9/28/16
56.0	Normal Line / SPOT (12-1.2)	10/24/16-10/24/16	1	:30	11:30P- Mike and Molly 2								2	2	\$225.00	\$450.00	Cincinnati (WSTR)	MIKE&MOLLY B	9/28/16
57.0	Normal Line / SPOT (13-1.2)	10/18/16-10/21/16	1	:30	12A- Two and a Half Men 2			2	2	2	2			8	\$200.00	\$1,600.00	Cincinnati (WSTR)	TWO&HALF MEN B	9/28/16
58.0	Normal Line / SPOT (13-1.2)	10/24/16-10/24/16	1	:30	12A- Two and a Half Men 2			2					2	2	\$200.00	\$400.00	Cincinnati (WSTR)	TWO&HALF MEN B	9/28/16
59.0	Normal Line / SPOT (14-5)	10/23/16-10/23/16	2	:30	10:30P- Elementary 2								2	2	\$150.00	\$300.00	Cincinnati (WSTR)	ELEMENTARY	9/28/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbg.i.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

<b>CONFIRMATION CONTRACT</b>			
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			Comments:

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